



May 19, 2009

The Honorable Board of Supervisors  
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Dear Supervisors:

**APPROVE THE USE OF INFORMATION TECHNOLOGY FUND TO  
ACQUIRE VENUE AND EVENT MANAGEMENT SOFTWARE  
FOR THE JOHN ANSON FORD THEATRES  
(ALL DISTRICTS) (3 VOTES)**

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Laura Zucker  
Executive Director

**SUBJECT**

Requesting authorization to utilize \$105,000 from the Information Technology Fund (ITF) to acquire and fully implement an integrated venue and event management solution at the John Anson Ford Theatres to support, improve, and streamline the efficiency of operations at the facility.

**JOINT RECOMMENDATION WITH THE CHIEF INFORMATION  
OFFICER THAT YOUR BOARD:**

1. Approve and authorize Arts Commission to accept an award from the Los Angeles County Information Technology Fund (ITF) for Fiscal Year 2009-10, in the total amount of \$105,000 to acquire, install, and implement a venue and event management system for the John Anson Ford Theatres.
2. Authorize the Executive Director of the Arts Commission to serve as Project Director of the program, to sign and execute said award, and to perform all further tasks necessary for completion of the project, including execution of amendments, extensions, contracts, renewals, and other award documents.

**PURPOSE/JUSTIFICATION OF RECOMMENDED ACTIONS:**

The John Anson Ford Theatres have been operated by the County of Los Angeles since 1965. The Los Angeles County Arts Commission has been operating and programming the theatres since 1992 in partnership with Los Angeles County Parks and Recreation Department, which maintains the facility and grounds. The theatres are a regional center for performing arts which reflects the diversity of Los Angeles County residents both in its season of multi-disciplinary performing arts, and in the makeup of its audiences. The Ford Theatres host over 200 events each year, and with over 300 days booked for performances, rehearsals,

sound checks and equipment load-ins for show, the theatres are in use 86% of each year, reaching over 60,000 audience members from throughout Los Angeles County. With a year-round staff of fourteen, a part-time seasonal staff pool of nearly 100, and up to 30 concessions, parking, shuttle, and security personnel, coordination of staffing schedules and communication of event information are among the largest challenges facing venue operation. During the summer months, there is a constant turnover of artists, producers, and audiences. Additionally, staff members are physically and temporally separated with offices scattered throughout the venue and work hours vary depending on job functions and performance and rehearsal schedules. All of these factors create a complex operational environment in which communication and access to constantly changing information are critical to the successful execution of event and business activity.

Currently the Ford operates with many independent software systems that store information in multiple independent files. This results in staff entering, storing and updating the same information in multiple places. With the current systems, it is difficult for staff to keep up-to-date on the status of each event as there is no central, easily accessible repository of information. In contrast, with venue and event management software, all venue and event information will be integrated in one common electronic repository. In addition to improving the tracking and sharing of information, the software will improve documentation, analysis and reporting of theatre activities.

#### Implementation of Strategic Plan Goals

This recommendation supports the County Strategic Plan Goals of Service Excellence and Organizational Effectiveness and Information Technology as the project will increase operational efficiencies and procedures utilizing an information technology solution.

#### FISCAL IMPACT/FINANCING:

The Information Technology Committee voted on January 26, 2009 to recommend funding in the amount of \$105,000 (plus a 10% contingency of \$10,500 for miscellaneous costs) to support the acquisition and deployment of the venue and event management system. Based on market research, it is anticipated that this funding will be sufficient to fully implement the new system, including software acquisition, customization and installation, and user support and upgrades for the first year.

#### FACTS AND PROVISIONS/ LEGAL REQUIREMENTS:

The Arts Commission will work closely with the CIO to ensure adherence to established County technology standards.

#### CONTRACTING PROCESS

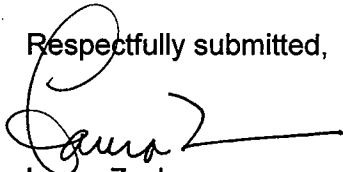
The Arts Commission will generate a Request for Proposal (RFP) and will work with the Internal Services Department to solicit bids from companies specializing in venue and event management system software. The Arts Commission will use facility-specific criteria to identify

the best program for the Ford Theatres and will adhere to County contracting policies and requirements.

**IMPACT ON CURRENT SERVICES (OR PROJECTS):**

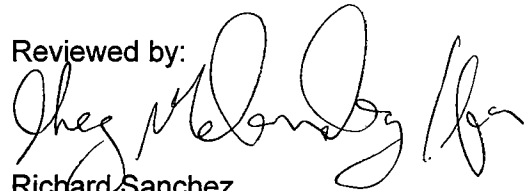
Approval of this project will lead to increased operational efficiencies at the Ford Theatres that will positively impact services provided to audiences and artists producing events at the Ford. The Arts Commission will also explore use of this system for event management in other programs such as the Holiday Celebration and Free Concerts in Public Sites.

Respectfully submitted,



Laura Zucker  
Executive Director  
Los Angeles County Arts Commission

Reviewed by:



Richard Sanchez  
Chief Information Officer

LZ:AD:MP:hr

c: William T Fujioka, Chief Executive Officer  
Robert E. Kalunian, Acting County Counsel  
Sachi Hamai, Executive Officer, Board of Supervisors